

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently amended) A method of enabling redemption of a coupon, the coupon being printed on a surface of a product item and including machine-readable coded data, the method comprising the steps of:

sensing, using a sensing device, the machine-readable coded data to generate interaction data, the ~~interaction-coded~~ data comprising identity data for uniquely identifying the product item and ~~position data identifying a position of the sensing device relative to the coupon;~~

identifying the ~~coupon~~ identity of the product item from the interaction data;

transmitting information identifying the ~~coupon-product item~~ to a coupon administrator; and

receiving, from the coupon administrator, redemption information indicating redemption of the coupon.

2. (Previously presented) The method of claim 1, further including the step of:  
transmitting an electronic message to a telecommunication address, the electronic message indicating the redemption.

3. (Previously presented) The method of claim 1, wherein the coupon is disposed on a product label and includes human-readable information relating to the coupon.

4-9. (Cancelled)

10. (Currently amended) The method of claim 1, wherein the coded data further comprises position data identifying a position of the sensing device relative to the coupon and the interaction data includes further information in the form of a digital representation of writing or drawing on the coupon by a user using the sensing device, the method further including the step of transmitting the further information to the coupon administrator.

11. (Cancelled)

12. (Currently amended) The method of claim ~~11~~1, the coded data further comprises position data identifying a position of the sensing device relative to the coupon and the method further including~~includes~~ the step of generating movement data representing movement of the sensing device relative to the coupon using at least some of the coded data.

13-28. (Cancelled)

29. (Currently amended) ~~A-~~The method according to claim 1, the coupon further including a competition entry form, the coded data further comprises position data identifying a position of the sensing device relative to the coupon, and the interaction data includes data representing interaction of the sensing device with coded data on the competition entry form, the method further comprising the steps of:

capturing the interaction data representing interaction of the sensing device with the coded data on the competition entry form; and  
transmitting the captured data to a competition administrator.

30-38. (Cancelled)